



2024-2029

STRATEGIC PLAN



Strategic Plan Update

Goal Area 2: School, Family, and
Community Engagement
January 13, 2025

Implementation Chart - Goal Area 2

Goal Area 2: School, Family, and Community Engagement Performance Objectives	Implementation Years				
	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
2.1: Strengthen family, school, and community engagement to establish clear, accessible, and relevant communication tailored to meet stakeholders' preferences.	I	I	R	R	R
2.2: Create opportunities for collaboration between the district, families, community partners, and businesses to foster partnerships to support district-wide initiatives.	P	I	R	R	R
2.3: Improve communication processes for stakeholders to ensure the flow of clear, timely, and relevant information.	P	I	R	R	R
2.4: Establish clear communication channels to effectively engage with multilingual families and provide equitable access to district and school information.	I	I	R	R	R



2.1: Strengthen family, school, and community engagement to establish clear, accessible, and relevant communication tailored to meet stakeholders' preferences.

- Completed the Communications Audit with the National School Public Relations Association
- Hosted numerous community and family engagement opportunities, such as the Back-to-School Rally, Safety Fair, Holiday Healing and Food Giveaway, and Computer Literacy Workshops (with free computers)
- Held Superintendent Advisory Meetings – Parent, Bilingual Parent, Exceptional Education, and Staff
- Total number of students enrolled in Adult Education: 368 (increased ESL from 91 to 116)

2.2: Create opportunities for collaboration between the district, families, community partners, and businesses to foster partnerships to support district-wide initiatives.

- Hosted Parent Cafes (bullying, social emotional learning, wellness, and attendance)
- Engaged and educated families at Read and Rise DeKalb and Book Buddies (virtual reading support)
- Held S.O.S. event; planned 2025 calendar of events
- Held the School Choice Expo and launched the Student Assignment Project (SAP)
- Secured 47 grants and donations this fall
- Current partnerships between schools – 214 and district - 211
- Received the 1st donation (\$50,000) for the DeKalb Educational Foundation, Inc.
- Launched new messaging: #TheDeKalbDifference, #BeDeKalb (Recruitment), and #DeKalbMade (Alumni)

2:3 Improve communication processes for stakeholders to ensure the flow of clear, timely, and relevant information.

- Conducted Nine Town Hall Meetings
- Held parent/guardian engagement meetings at Cross Keys, Druid Hills, and Idlewood
- Added Bluesky social media account
- Updating current District webpage content; new platform and design forthcoming
- Redesigned Hitting the Road with Horton (district newsletter)
- Launching new Board of Education newsletter in January

2:4 Establish clear communication channels to effectively engage with multilingual families and provide equitable access to district and school information.

- Hosted numerous community and family engagement opportunities, such as the Hispanic Heritage Fiesta and Unity Fest
- Translators present at district parent/guardian engagement events and programs
- Expanded the Fambassador program
- Implemented district COMS standards – English and Spanish translations
- Published four editions of Te Escucha!



February 2025!

**Goal Area 3: Recruit, Develop, and Retain Talent
with Tasha Davis Mills and Eric Hilton**